

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
 PROMOTIONAL COORDINATOR
 8899 MAIN STREET
 WILLIAMSVILLE, NY 14221
 (716) 634-4179
 FAX (716) 634-3145

JULY, 98

DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED')

TO:	RJR ACCOUNT #: #619822	CC:	162306
	MR. B. FINKLE WUSTEFELD CO.	CC:	
FAX #:	(518) 272-5690		

PARTNERS PROMOTION REPORTING: **DOR_SEPT_JACKPOT** (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CASE 12300-	CASE SIZE	STATE USE	BRAND STYLE	NUMBER OF CASES	#/CARTONS TO PACK @ DISPLAY	#/SKUS (#545462) DISPLAYS / PREMIUMS
25467	6M		DORAL LT 100	1	1 (ONE CTN)	30
25469	6M		DORAL MEN LT 100	1	1 (ONE CTN)	
25468	6M		DORAL 100	1	1 (ONE CTN)	
25470	6M		DORAL ULT LT 100	1	1 (ONE CTN)	

PRODUCT PO # N/A**DISPLAYS / PREMIUMS PO # N/A**

DESCRIPTION	
8/17/98	PRODUCT ARRIVAL DATE
8/31/98	RETAIL DISTRIBUTION DATE (WEEK OF)
\$1,344.64	EFT \$ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
19	NO. OF DISPLAYS ON CUSTOMER LIST
\$56.00	PACKING PAYMENT (\$14.00 x 4 (6M) PROMOTED CASES)

DESCRIPTION	
8/17/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1.3500	SKU CUBE
2.2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
11	NUMBER OF EXTRA DISPLAYS

PROMOTION DESCRIPTION:

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
 (A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).

SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

DISPLAY LOAD:

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

PARTNERS PROGRAM REQUIREMENTS:

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: 8/31/98.
- PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
- PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
- RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.

JACKPOT.DOC

51859 3473

BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

 PAGE: 1
 DATE: 98-07-11
 TIME: 01:08 :

WHOLESALER : 619822 WUSTEFELD CANDY CO., INC. <DIRECT>
 TEMPLATE : 801271 80900 DOR SEPT JACKPOT
 TEMPLATE SEQ : 0919
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT	PHONE #
162303	162324	420660	MIAN PETROL	3036 BROADWAY	SCHENECTADY	NY	12306	2				(518)355-210	
162304	162325	619813	BOB'S GROCERY	696 2ND AVENUE	TROY	NY	12182	2				(518)233-047	
162305	162326	767623	SUNNY'S DELI	334 DELAWARE AVE	ALBANY	NY	12209	2				(518)463-530	
162305	162326	769975 .99	& MORE DISCOUNT	141 S PEARL ST	ALBANY	NY	12202	2		99MORE		(518)436-761	
162305		516011	BREAKABEEN MARKET	RT. 30 & RT. 17	MIDDLEBURGH	NY	12122	3				(518)827-473	
162305	162326	733501	DELAWARE NEWSROOMIN	454 DELAWARE AVE	ALBANY	NY	12209	2			184857	(518)465-423	
162305	162322	752669	EMPIRE NEWS & GROCE	10 DELAWARE AVE	ALBANY	NY	12210	2				(518)426-154	
162305	162322	636357	R&A GROCERY	267 CENTRAL AVENU	ALBANY	NY	12206	2				(518)436-847	
162306	162326	700515	AVERILL PARK MARKET	1636 BURDEN LAKE	AVERILL PARK	NY	12018	2				(518)674-382	

PAGE BREAK TOTAL ACCOUNTS 9 TOTAL QUANTITY 19

TEMPLATE TOTAL ACCOUNTS 9 TOTAL QUANTITY 19

***** END OF REPORT FOR PROMOTION 801271 *****

5

51859 3474

We're Giving Customers A Million Good Reasons To Stop By Your Store In September.

Doral's Price Check Jackpot!

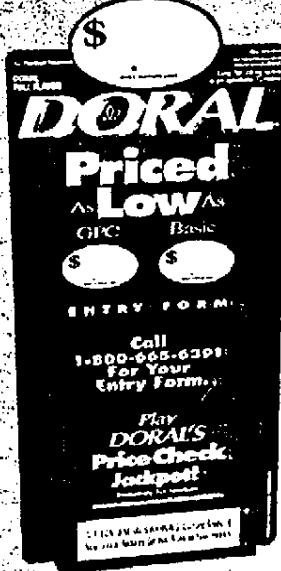
Doral is introducing the Price Check Jackpot, giving customers a chance to hit the jackpot and win a cool million dollars.

To enter, adult smokers will need to visit your store for entry forms and to check the prices of Doral and GPC or Basic.

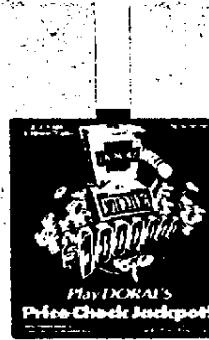
In-store, we're providing a unique, impactful display and advertising materials that will draw attention and create a sense of excitement. These materials will be delivered to your store by Sept. 1st. Please price and place immediately upon arrival.

Doral will support this promotion with direct mail advertising.

In September, everyone comes out a winner with Doral's Price Check Jackpot.



Easel Card
w/Entry Forms



Wobbler



Counter
Display
(40 packs
per display)

51859 3475

Additional Support Pieces:*

Pack Outlet

Small Paster

Cigarette/Tobacco Store Outlet

Large Paster

Banner

Standee

*Adhesive numbers and a pricing pen will be included for you to price the materials.